

ABSTRACT OF THE DISCLOSURE

A point system for promoting sales of a product by persuading a user to purchase the product is provided. In this point system, predetermined points are generated in response to the purchase of an item being sold. The system includes a user terminal having an item specification unit that is used by a user to specify the item being sold. Additionally, there is a provider terminal connected to the user terminal via a network, which has a user points maintaining unit that is arranged to add the generated points to already accumulated points of the user and maintain the resulting points. A user points processing unit is arranged to allocate the points of the user maintained in the user points maintaining unit to a subtotal for the purchase of the specified item being sold. The user points processing unit is further arranged to be capable of increasing the points of the user maintained in the user points maintaining unit and allocating the increased points to the subtotal for the purchase of the specified item being sold when the user purchases the item during a predetermined time period or in a case where a condition relating to the user satisfies a pre-designated condition.